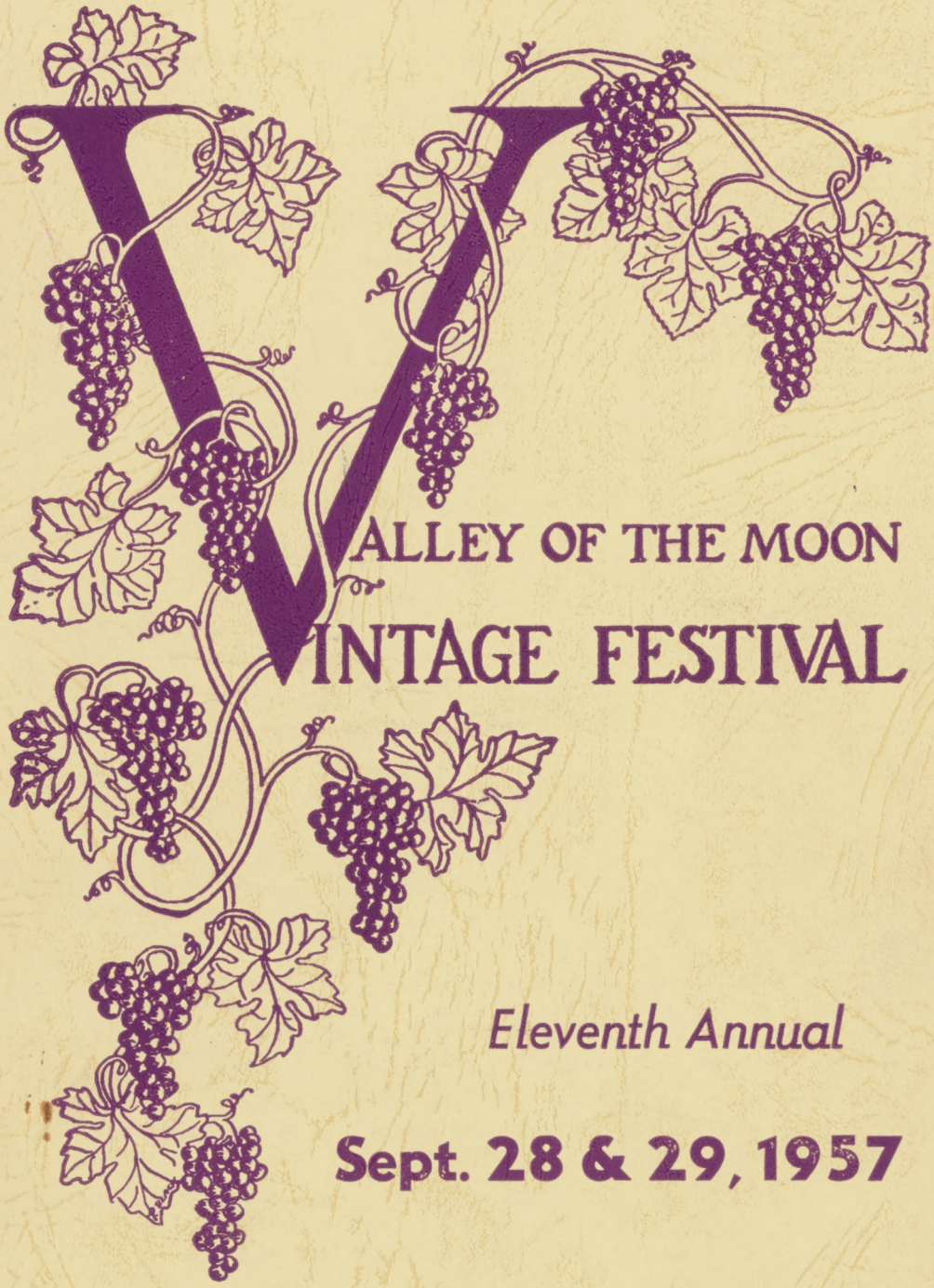

VALLEY OF THE MOON VINTAGE FESTIVAL

Eleventh Annual

Sept. 28 & 29, 1957

SONOMA · CALIFORNIA ·

Price 25c

City Paris

San Mateo San Francisco Vallejo

San Francisco's oldest department store

sends greetings to

Valley of the Moon

VINTAGE FESTIVAL

City of Paris extends to Sonoma residents a cordial invitation to visit its well-stocked cellars. Select from choicest wines and liquors in the world-famous

Since 1850

CITY PARIS

VERDIER CELLARS

FINE WINES AND SPIRITS

Paul Verdier

President

THANKSGIVING

All Festivals are the embodiment of the spirit and hard work of many organizations and people who appreciate Nature's great gift of prime grape-growing lands, and the human skills and toil that make a Vintage Festival worthwhile.

To us in Sonoma today, the Grape is the symbol of our Thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot of all the Earth."

It is the symbol of our thankfulness for our predecessors, who recognized over a hundred years ago the wonderful possibilities of the Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footsteps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

Board of Directors
Valley of the Moon
Vintage Festival Association

Eleventh Annual

Valley of the Moon

VINTAGE FESTIVAL

Presented by the

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION, INC.

SATURDAY & SUNDAY

September 28, 29, 1957

SONOMA

Welcome

Here in and around old Sonoma Plaza, the Community Center, Local Wineries and Historical Landmarks you will find waiting for you fun, entertainment, interest and historical information.

1998-11-23

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.

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Pageant ..... Mrs. Charles Shegog

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The Aims of the Valley of the Moon Vintage Festival Association

Visitors to this eleventh Annual Vintage Festival may ask as many have "What are the aims of this group which each year gives freely of its time and efforts to put on the Festival?"

First, it designates a time to give thanks and rejoice at Harvest time when the produce of our fertile Valley is in the larders of market and home; then the grape vines, reproductions of Old World cuttings which made Sonoma the birthplace of California viticulture are heavy and the bright leaves provide the color and beauty to be found only in the Valley of the Moon.

The late Virgil Jorgensen, one of the Festival's founders, penned an aim that will always provide an impetus to the future celebrations. "To sponsor and encourage the development of an historical environment where such a festival is to be held."

In keeping faith with this, the whole community at Vintage Festival time takes time out to remember and pay homage to its founders. The business houses turn over their store windows to display the proud possessions of years gone by. "Strolling Through the Park" musical in the open air theatre in the Plaza displays heirloom gowns, hats and jewelry modeled by community members, some direct descendants of their original owners.

The pageant "San Francisco Solano de Sonoma" refreshes one's memory of the founding of the Pueblo and the gracious families that made Sonoma the charming town that it is.

Eleventh Annual

Valley of the Moon Vintage Festival

Saturday, September 28, 1957

OFFICIAL OPENING CEREMONIES

11 a.m. Ringing of Mission Bells

Opening remarks by Henri Maysonnave

Introductions:

Mrs. Joan McGrath, Mayor, City of Sonoma

Mrs. Esther Pagani Gowans, President, Valley of the Moon Vintage Festival Association

Local Vintners

Guest Speaker

Captain G. Allan Hancock, Santa Maria, California, Grandson of Count Agoston Haraszthy and son of Ida Haraszthy Hancock

BLESSING OF THE GRAPES CEREMONY

In keeping with the tradition of the early Franciscan Padres, grapes will be blessed in front of Mission San Francisco Solano de Sonoma. Members of the Pageant cast, representing historical families and early day vintners, will portray this scene. Blessing by Padre Alfredo Boeddecker O.F.M., San Francisco, Pastor of St. Boniface Church, Founder of St. Anthony's Dining Room known as the "Miracle of Jones St.," President of the Franciscan National Marian Commission.

This ceremony is conducted under the auspices of the Sonoma Valley Council No. 45 of the Young Men's Institute and the St. Francis Mothers' Club.

Program of Events

11:30 A.M. to 5 P.M.

Strolling Musicians (Throughout Plaza) Courtesy of visiting native Hungarians (Spontaneous).

11:30 A.M. on

FLOWER SHOW—Crafts—Art in action (Community Center, Napa Street, one block East of Plaza). TEA ROOM OPEN.

11:30 A.M. on

In Plaza—"GAY WAY". Booths for Merchandise and Food.

THE BLESSING OF THE GRAPES

PADRE ALFRED BOEDDECKER, O.F.M.
Photograph by courtesy of the Sonoma Index-Tribune

The Blessing

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our fields and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen

Program of Events Continued

11 A.M. to 5

"Little Festival" West side of Plaza. Pony rides and fun for children.

3 P.M.

Open Air Theatre in Plaza. "STROLLING IN THE PARK," a presentation by Sonoma Community Chorus. (See program notes in following pages).

5 P.M. to 8 P.M.

Baked Ham Dinner, Veterans' Memorial building. First St. West. Adults $1.75, Children under 12, 75 cents. Transportation to and from Plaza. Committee: Mrs. Charles Kemper and Mrs. William Bihn.

6 P.M.

STRIKING OF COLORS. Boy Scouts—in Plaza.

8 P.M.

PAGEANT—"Mission San Francisco Solano de Sonoma" (In front of Mission). Get tickets for seats (50c) at Chamber of Commerce booth in Gay Way.

9 P.M. to 2 A.M.

GRAPE HARVEST DANCE, Veterans' Memorial building. First Street West. Vintage Festival guests are invited after Pageant. Admission: $1.00. Pagliacci's Orchestra—Food and drinks available.

SUNDAY, September 29

11 A.M.

at Buena Vista Winery (Approximately 1 mile East of Sonoma). UNVEILING PLAQUE CEREMONY honoring Count Agoston Haraszthy.

11:30 A.M. on

Strolling Musicians—Courtesy of visiting native Hungarians. (Spontaneous).

12 NOON to 6 P.M.

Adobe Grange Chicken Barbecue, $1.25—Community Center, Napa Street. (1 block East of Plaza).

1 P.M.

CHILDREN'S PARADE. Line of March from Community Center on Napa St. to First Street East and around the Plaza.

Program of Events Continued

11 A.M. to 5 P.M.

LITTLE FESTIVAL. West side of Plaza. Pony rides and fun for children.

1 P.M. to 4 P.M.

Horseless Carriage Display, by Horseless Carriage Club of Santa Rosa in Plaza.

1 to 4 P.M.

OLD TIMERS' REUNION. Southeast Corner of Plaza. Opposite Simmons' Drug Store. Dal Emparan and Carrie Burlingame, Chairmen.

1 P.M. to 5 P.M.

Seventh Annual Folk Dance Festival (Northwest corner of Plaza). See program notes in following pages. SPECIAL ATTRACTION—Native Dance by visiting Hungarian guests of Festival at 2 P.M.

3 P.M.

"Strolling Through the Park," a presentation by Sonoma Community Chorus in Open Air Theatre in Plaza. (See program notes in following pages). Spontaneous Music, Singing, Dancing throughout the afternoon by Native Hungarian visitors.

8 P.M.

PAGEANT—"Mission San Francisco Solano de Sonoma," Celeste G. Murphy, author; George Andreini, Director. See complete pageant program in following pages.

7:30 to 10:30 P.M.

Folk Dancing and Exhibition. Veterans' Memorial building. (No Charge).

BOTH DAYS

10 A.M. to 5 P.M.

Vallejo Home and the Mission San Francisco Solano open. (The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgenson). City Hall open daily, featuring General "Hap" Arnold model plane collection. Historical Society exhibit upstairs in City Hall.

1 to 5 P.M.

OPEN HOUSE AT WINERIES—Buena Vista Vineyards and Sebastiani Winery.

1 to 5 P.M.

Arts and Crafts Exhibit—Community Center, 276 East Napa Street. Open 12 a.m. to 8 p.m. Saturday; 10 a.m. to 8 p.m. Sunday.

Program of Events Continued

Art-in-Action—Community Center—1 p.m. to 5 p.m. daily.

Art Exhibit—Ruggles Store driveway and Plaza—10 a.m. to 6 p.m. daily.

"Crabtree Can Craft" exhibit. (Community Center, daily).

"Crabtree Can Craft" by Marion J. Crabtree, Room 113, Sonoma Community Center. Sponsored by General Vallejo Memorial Association. Display of ladies hats, flowers, garden scenes, lodge emblems, etc. made from the ordinary tin can. Prize winners from state wide fairs—first time in Sonoma.

Flower Show—By the Valley of the Moon Garden Club. Tea Room open.

Adobe Grange Chicken Barbecue on Sunday only, 12 noon to 6 p.m.

Program Notes

The Little Festival

Just west of the City Hall is an area devoted to activities for the young folks. Here the Trinity Church School Mothers' Club has set up booths with a story-book theme and related games or items for sale.

"The Gingerbread House" provides refreshment under the direction of Mrs. Richard McAleese and Mrs. Towle Bundschu. The "Pirates' Treasure Chest" is stocked with "loot" (Corinne Church). Those who are skillful with water pistol, pop gun, ball or bow, should visit "Robin Hood" (Mrs. Walter Watkins), "Little King Kong" (Mrs. Charles Allen), and "Jack-Be-Nimble" (Mrs. C. M. Peterson).

A ring tossed for the golden egg is featured at the base of Jack's beanstalk, "The Giant Killer" (Mrs. Frank DeForrest). Muscle men can demonstrate their ability at "The House that Jack Built" (Jeanne Thurlow Miller). Even the toddlers can rescue a "kitty" from "Pussy-in-the-Well" (Mrs. Vernon Clark).

Each of the above-named chairmen will be assisted by mothers of children who attend the Episcopal Sunday School, and by members of the Y.P.F. Tickets should be purchased at the centrally located booth of Mrs. Robert DeBruycker, ticket chairman. Financial chairman is Mrs. Whit Hess, treasurer of the Mothers' Club, and Mrs. John Glaese, president, is chairman-at-large.

Art Exhibits

Artists and craftsmen of Sonoma Valley and surrounding areas participate in the Vintage Festival for the fifth time this year with work displayed in three different places.

Paintings hang in the Community Center, 276 East Napa Street; the Ruggles Sonoma Store driveway, First Street West opposite the Plaza; and in the Plaza itself.

Crafts are displayed in the Community Center along with paintings. Art-in-Action is featured in the Center on both afternoons from 1 p.m. to 5 p.m. Participating this year are Ida Day Degan, renowned sculptor, doing marble mosaic; Walter Degan, portrait painter; Frances Moore, leather carver; Betty Knoblock, painting and enamel jewelry; Margaret Armstrong of Santa Rosa, floral painter; Dorothy Wagstaff of Santa Rosa, magazine illustrator; and May Price, ceramic artist.

All artists and craftsmen in the area are annually invited to show their work. There is no jury and no awards.

General chairman is Ann Ruggles Scrimger; craft chairman, Vivian Spencer; Art-in-Action chairman, Gladys McCubbin.

The Flower Show

(Community Center)

The Valley of the Moon Garden Club will present for the sixth year the club's Flower Show in the Sonoma Community Center, 276 East Napa Street, during the Vintage Festival. Charles Dyslin, president of the club, is chairman for the event.

Members of this thriving club have arranged something different for your viewing pleasure and they all hope you will come, as you have in the past, to view their efforts.

In addition to the lovely flower show, the club will operate a tea room, where visitors may enjoy lunch before or after going through the flower show.

In one end of the display room at the show will be an exhibit of arrangements. At the other end, several springs flow from sides of a rocky gorge and a beautiful display of tuberous begonias and fuschias. Along the sides will be lovely displays entered by club members.

In the hall between the flower show and the tea room will be choice plants in cans, garden aprons, clothes hangers and many other articles on display and for sale.

Local nurserymen again are occupying the outer area with exhibits of patio and garden scenes.

You will be most welcome and you will not have seen the Valley of the Moon Vintage Festival in all its glory unless you see the Garden Show.

Program Notes Continued

Flag Decorations

Festival visitors will view with interest the sets of seven colorful flags which appear around the Plaza. These seven flags all flew over Sonoma during its thrilling history. Thanks to the Sonoma Parlor, Native Daughters of the Golden West, there are more flags this year than ever before. Under the chairmanship of Mrs. Ethel Montank, local Native Daughters have made the flags by hand (all but the Bear Flag and American Flag), and have been in charge of their display. Mrs. Neal Dodge originated the flag project and is assisting as advisor. Merchants and other building owners around the Plaza are cooperating in making flag display space available. Mr. and Mrs. Herbert White and Mr. and Mrs. Byron Peart are co-chairmen of the flag decoration committee.

"Strolling Through the Park"

Presented by the Sonoma Community Center Choral Group. This Festival Feature will have a theme in keeping with by-gone days. Directed by Ernest Ashworth; conductor, Antonia Hansen; accompanist, Winifred Oberle. Assisted by local citizens in authentic costumes. The Sonoma Community Chorus is an institution of long standing in Sonoma, but under a different name. Since its re-organization, it has presented several concerts. Its objective is to bring good choral music to Sonoma.

Old Timers' Reunion

As has been their custom during Vintage Festival time the Sonoma Valley Historical Society will provide a meeting place for old timers who return for the festivities where they may register, rest and greet old friends. This will be in the usual place on the Southeast side of the Plaza. Chairmen: Dal Emparan and Carrie Burlingame.

The Children's Parade

The Children's Parade on Sunday at noon is sponsored by Sonoma Parlor No. 111, Native Sons of the Golden West, with Louis Pellandini as chairman in charge of arrangements. Awards will be given for the best entry in several different categories. Others on the NSGW committee are Howard Orr, Herman Johnson, Bill Smircich, Joe Carbonaro, Don Pellandini and Robert Small. Parade judges are Frank Pensar, chairman; Calvin Sassarini, Herbert White, Max Cunninghame and Mrs. William Madden, Sr.

Program Notes Continued

Window Displays

Chairman: Mrs. Gregory Jones.

Committee: Mrs. Gail Fehrensen, Mrs. William G. Raymond, Mrs. Arthur Baken, Mrs. George T. Thompson, Mrs. Lorola Tryon Widmer.

Each year during the days of the Vintage Festival, store windows around the Plaza bring back memories of Sonoma as it was during the years long past. Treasures and mementos of other days are brought forth from attic and chest, and arranged for the visitor's pleasure and delight. You will find the humorous, the quaint, the beautiful, and the historical.

VALLEY OF THE MOON SWINGERS

The Valley of the Moon Swingers were organized in 1948, dedicating themselves to dancing the dances of all nations for pleasure and relaxation, forgetting the troubles of every-day routines. In their infancy they were greatly assisted by the Adult Education program, but have since outgrown the program and are now very active, engaging in many activities, dancing for other organizations, and entertaining the less fortunate.

Each year the Swingers hold their annual Folk and Square Dance Festival on Sunday from 1 to 5 p.m. during the annual Valley of the Moon Vintage Festival. Dancing Sunday afternoon in the Plaza, adding a very festive touch to varied program of the Festival. Evening dancing and exhibitions are held in the Memorial Building, program starting at 6:30 p.m.

Officers of the Organization

Evan Sprague, President; Wendell Schaal, Vice President; Jesse Johnston, Secretary; Herb Klassen, Treasurer; Paul Jones, Advisory.

Masters of Ceremony

Louie Mugele, Paul Jones, Frank Bacher, Herb Klassen, Jack Browning, Bill Siwan, George Gray, Jesse Johnston, Buck Bailey and Evan Sprague.

Dick Bailey and Sandra Turner officiating for Kolo hour.

Square Dance Callers

Dick Bailey, Ersula Mooney, Stan Valentine, Fay Bowman, Charlie Bassett and Mark Dunn.

Exhibition Groups

San Leandro Folk Dancers ..... Millie Von Konsky, Director
The Dauntless Club of San Francisco ..... Danny McDonald, Director
Sunny Side Folk Dancers ..... Tony Deal, Director
Dance Arts ..... Millie Von Konsky, Director
Festival Work Shop ..... Madelynne Greene, Director
Terpsichoreans ..... Grace Perryman, Director
The Lollypops ..... June Schaal, Director

1957 WINE AWARDS

won by

BUENA VISTA VINEYARDS

The Haraszthy Cellars

GOLD MEDAL ..... **PINOT NOIR**
California State Fair. 8 Contestants

GOLD MEDAL ..... **(1951 Vintage, Tawny) PORT**
California State Fair. 14 Contestants

GOLD MEDAL ..... **SHERRY ULTRA DRY**
California State Fair. 17 Contestants

SILVER MEDAL ..... **SHERRY ULTRA DRY**
Los Angeles County Fair. Highest Award

SILVER MEDAL ..... **TRAMINER**
California State Fair. Highest Award

SILVER MEDAL ..... **TRAMINER**
Los Angeles County Fair. Highest Award

SILVER MEDAL ..... **(Pinot Chardonnay Brut) CHAMPAGNE**
California State Fair. Highest Award

SILVER MEDAL ..... **(Rhine Wine) VINE BROOK**
Los Angeles County Fair. Also Award
Winner, California State Fair

BRONZE MEDAL ..... **(Dry Sauterne) SEMILLON**
Los Angeles County Fair. Also Award
Winner, California State Fair

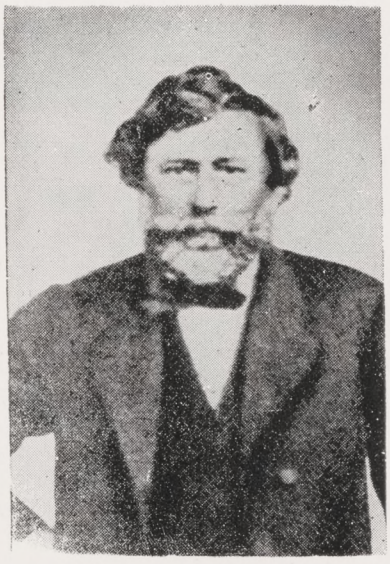
BRONZE MEDAL ..... **CHABLIS**
California State Fair. Second
Award among 15 Contestants

HIGHEST AWARD IN CLASS ..... **GREEN HUNGARIAN**
California State Fair, and
Los Angeles County Fair

Buena Vista Vineyards

Old Winery Road, Sonoma, California

Telephone WEbster 8-2424



Count Agoston Haraszthy, recognized today as the "Father of California Viticulture" and the vast multi-million dollar wine industry of this state, planted his first experimental vines in Sonoma 100 years ago.

A SOUVENIR HISTORY

The Vines and Casks of California

THIS WEEK, most of the vintage of 1957 still hangs heavily on the drowsing vines in clusters of purple and gold in the Valley of the Moon. With the passing days, the grapes of the Valley are maturing in sweetness and flavor under the warmth of the September sun as they await the crusher and the wine press.

The vintage of 1956 slumbers now in oaken casks. Most of the wines of '55 and '54 have been sealed away in bottles. Many wines of the war years and a few of those of the 1930's may yet be found in homes and hotels here and half way around the world. The wines of the pre-prohibition years are mostly memory now. The wines of the 19th century are history.

In the wine districts, each autumn vintage is one link of a chain that firmly binds the present to the past. That chain, in California, stretches back through almost 200 vintage seasons such as this one. Back through the years of Haraszthy and Vallejo, great pioneer vintners of the Sonoma Valley. Back to Padre Jose Altimira and the wines of the Sonoma Mission. Back to Louis Mel of Livermore; to the Sainsevain brothers who were among the first to produce California Champagne; to Vignes of the Pueblo of Los Angeles; and to the saintly Father Junipero Serra who, in 1769, first brought the vine into what is now the state of California.

The history of California wine growing from its beginnings at San Diego Mission to maturity in the late 1880's might have been recounted by one man—General Vallejo of Sonoma—and largely from personal experience.

Vallejo knew Colonel Agoston Haraszthy, the honored "father of the modern California wine industry"—was, in fact, a neighbor and a friend and vied with him for prizes in the wine judgings at the early California State Fairs. He knew the mission padres of Sonoma and assumed the cultivation of their vineyards when the church lands were secularized by the Mexican government in 1834.

A hundred years of wine history were spanned by Vallejo in one passage of a letter written in 1874 in which he recalled:

"The founders of this country, among them my father, Don Ignacio Vallejo, told me that the Rev. Fr. Junipero Serra, of most celebrated and gracious memory, brought from Lower California the first vines which he transplanted to the Mission of San Diego."

In setting out a vineyard in the mission garden at San Diego to assure a supply of wines for the Holy Sacrament and for the table, Father Serra proved that California is one of the few favored places on earth where grapes of the aristocratic **vitis vinifera** family can be grown. It is this one fact that is the basis of the multi-million dollar California wine industry of today. There are a half million acres of vineyard lands in California now and almost every last one of those acres is planted to **vitis vinifera** vines. These are the varieties which bear such noble names as Cabernet, Pinot Noir, Riesling and Zinfandel.

As additional missions were established along the California coast all the way to Sonoma, vine cuttings were planted in the friendly soil.

The particular variety Father Serra had introduced from Mexico produced a good, although not notably choice, wine. It remained for the commercial growers, who began to appear on the California scene in the early 1800's, to import selected cuttings directly from the most celebrated vineyards of the European wine districts. From these vines came the first California wines of superior quality.

By now, California wine growing was coming of age. The gold rush years had brought thousands to California, vastly increasing the market for native wines. Many who had been disappointed in their search for gold and others who had amassed great fortunes during the bonanza era turned to wine growing, developing new vineyard areas. In earlier years, Los Angeles county had dominated the California wine industry. Now, the districts surrounding San Francisco Bay began to move forward.

Here in Sonoma, as in other California districts, the first wines had been mission wines. Old records tell that "more than a thousand" vines had been planted at Sonoma Mission in 1824, the year after its founding. It is believed that the first vintage was in 1827.

When the missions were appropriated by the Mexican government in 1834, Don Mariano Guadalupe Vallejo, at the age of 26, was **commandante general** of the California army, and a great **ranchero** with 44,000 acres of land in the region of Petaluma in his name.

Without the padres, the California missions began to go to ruin, but at Sonoma, General Vallejo replanted the vineyards behind the Mission build-

ing and soon quantities of good wines were flowing from his presses. For the next 25 years, Vallejo was to dominate wine growing in this area.

In about the year 1838, Captain Don Salvador Vallejo, a brother of the general, set out a vineyard east of the Mission on land that was later to be absorbed by the Buena Vista Viticultural Society. In Napa County, not far from the townsite that was later named for him, George Yount planted cuttings in 1843 on a tract of land granted him by Vallejo, and thus another great wine district—the famed Napa Valley—came into being.

In 1846, Jacob Primer Leese, a brother-in-law of Vallejo's, was making wine from grapes he was growing along Sonoma Creek. A year later, Nicholas Carriger started still another Sonoma vineyard at the base of the mountain west of the Creek, and he was soon followed by Albert G. Lyon and James A. Griffith. Benjamin and Samuel Kelsey purchased Salvador Vallejo's vineyard in 1849.

California was now free of Mexican rule and within a year of statehood. Vallejo, who had been a leading figure in the earlier years, continued to prosper and he became even more influential in shaping the course of California history.

He built a mansion in 1851 at the reported cost of $50,000 which was an even more impressive sum in those days than it is now, and he named it Lachryma Montis or "tear of the mountain" because it was situated near a mountain spring. Lachryma Montis was the name he also gave his winery and it appears on many of his wine labels which are still in existence in museums and private collections.

Numerous new vineyards appeared in Sonoma in the 1850's but there

VISITORS WELCOME

Conducted Tours by Competent Guides

Through the Winery Daily 10 a. m. to 4 p. m.

OPEN EVERY DAY

ITALIAN-SWISS COLONY

ASTI, CALIFORNIA

Home of The Famous Asti Vineyards of Sonoma County, California

Sample These World-Famous Wines

was no one to even challenge Vallejo's supremacy as a wine grower until Colonel Agoston Haraszthy arrived in 1856 to purchase the Kelsey vineyards which had originally been the property of Salvador Vallejo.

Haraszthy was a fabulous individual by any standard and he is recognized today as the greatest figure in the long history of California wine growing. He was a native of Hungary who had fled his native land to escape persecution for political activities.

Before coming to California, he had founded Sauk City, Wisconsin, and he had experimented with grape growing there. He reached San Diego in 1850 and soon he was importing grape vines from Hungary. He next cultivated vineyards near Mission Dolores in San Francisco and at Crystal Springs in San Mateo County.

Haraszthy was a crusader and, in California, his cause became wine quality. He preached that California soil and climate were worthy of the finest grape varieties and when he arrived in Sonoma he set out to prove that in Northern California excellent wine grapes could be produced by non-irrigated vineyards. He planted 80,000 vines on 140 acres of high land east of Sonoma where irrigation was impossible and soon his was the most celebrated vineyard in the state. He gave his acreage the name Buena Vista.

From then on, a friendly rivalry continued between Haraszthy and Vallejo with the General inevitably yielding his leadership in wine growing to the scientific man from Hungary.

Vallejo carried off top honors in the wine competition at the California State Fair in 1861 and in the following year he swept the field at the Sonoma County Fair wine judging. But Haraszthy's decisive triumphs were soon to come.

Haraszthy constructed winery buildings of stone at Buena Vista and drove deep tunnels into the hillsides for his aging cellars. He experimented with 165 grape varieties and offered cuttings for sale to other California wine growers.

He was a dynamic individual and his enthusiasm was infectious. A number of the men who were later to make great contributions to the art of wine growing in California were originally influenced by Haraszthy to settle near him and undertake the production of wine. Among them were Col. A. J. Butler, Major J. R. Snyder, Charles Krug, General Charles H. S. Williams, Emil Dresel, Jacob Gundlach and George L. Wratten.

In 1861, Haraszthy went to Europe as a special commissioner of California to learn about grape growing and wine production. Never one to do things in a small way, he traveled through the vineyard districts of France, Germany, Italy and Spain asking questions and filling diaries, newspaper articles and reports to the California legislature with information about European viticulture.

He had not been specifically authorized to purchase cuttings, but he was certain that a grateful State would reimburse him for his expenses if he simply went ahead and bought choice vines to be shipped to San Francisco. In all, he collected 100,000 cuttings comprising several hundred different grape varieties.

Disillusionment awaited him on his return to California. The legislature refused to vote a $12,000 appropriation to reimburse him and even rejected a proposal to establish a program for the distribution of the cuttings throughout the California vineyard districts.

Haraszthy planted the vines in a nursery at Buena Vista and from

there they were distributed in haphazard fashion. In some instances, the identifications of the varieties were lost. Descendants of Haraszthy's vines are growing in California vineyards today, however, and there is no question that his journey to Europe in 1861 has meant many millions of dollars to California agriculture. It is because of this that Buena Vista has been called "a shrine of the California wine industry."

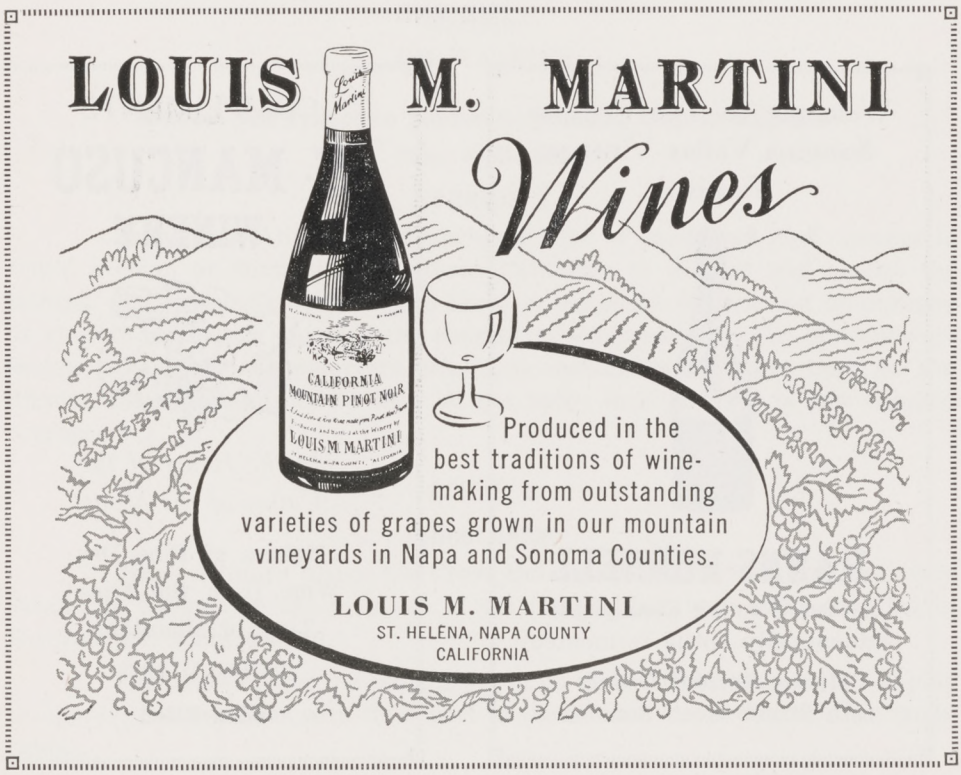
Haraszthy was the author of books and numerous magazine and newspaper articles. A book he wrote describing his trip to Europe helped spread his fame throughout the State.

"California can produce as noble and generous a wine as any in Europe," he stated in the book, "more in quantity to the acre and without repeated failures through frosts, summer rains, hailstorms or other causes.

"I was gratified to find that of all the countries through which I passed, not one possessed the same advantages that are to be found in California; and I am satisfied that even if the separate advantages of these countries should be combined into one, it would still be surpassed by this State when its now dormant resources shall be developed."

In 1863, the Buena Vista Viticultural Society was incorporated, bringing to the Sonoma wine industry the financial support of San Francisco bankers including William C. Ralston, a leading figure in the history of that era.

That year, the Haraszthy and Vallejo families were united with the marriage of Arpad and his wine growing brother, Attila, to two of General Val-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lejo's daughters, Natalia and Jovita, in a double ceremony in Sonoma.

The Haraszthys eventually broke off their association with the Buena Vista Viticultural Society and the Colonel went to Nicaragua where he met a violent death in 1869. His son Arpad carried on to greater glory in the world of wine by first producing California Champagne successfully on a commercial scale. This was the famed "Eclipse" Champagne which could be found in virtually every first class hotel in the United States. His company had offices in London, New York, Philadelphia, Chicago, Honolulu and other cities.

The wine industry of Sonoma County expanded rapidly during the 1860's. By 1869, Sonoma wineries were producing more than 200,000 gallons of wine a year and land values had risen from six dollars an acre to $135. In a few more years, the valley was to see the arrival of other vintners who would make great contributions to Sonoma wine growing—men of the caliber of the late Samuele Sebastiani, whose wines were to become famous, and Rhine Farm vintners.

The development of wine growing in this region was being duplicated in the other vineyard districts of California. Men of vision cast in the heroic mold of the great Haraszthy were laying out vineyards in the Santa Clara Valley, high in the Santa Cruz Mountains, and in the Livermore Valley where vines had to work their roots deep into rocky soil for food and water. In the Sacramento and the San Joaquin Valleys, water was soon to be brought in from the Sierra Nevada to transform that country into a garden land.

The promise of Father Serra's first vintage at Mission San Diego in 1769 was being fulfilled. California was becoming the Wine Land of America.

THE END

Welcome to The Famous
Sonoma Valley Vintage
Festival

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Award Winning Champagne
(authentically bottle fermented)

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Glen Ellen

Mission San Francisco Solano de Sonoma Pageant

Author:
CELESTE G. MURPHY

Director:
GEORGE ANDREINI

Mission Pageant Players:
MRS. CECILIA SHEGOG, Chairman

Narrator:
JIM WATKINS

Mission San Francisco Solano de Sonoma Mission Pageant

Time 1823-1862

EPISODE I

Padre Jose Altimira, a Franciscan friar of great ambition, desired to found a chain of Missions in Northern California to convert and civilize the Indians, just as had Father Junipero Serra in the south. He was not encouraged by church authorities but won the consent of Governor Arguello of California largely because of the deterrent effect the establishment might have on the Russian colony established in 1812 on the north coast of what is now Sonoma county.

SCENE 1

(Time: 1823)

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

The padre invites the Indians to put on their tribal dancing, thus hoping to impress the heathens with their part in the Mission's founding and its implication.

THE PAGEANT
(Continued)

SCENE 2

(Time: 1824)

Dedication of the Mission in this then lovely wilderness. Russian colonists come down from Fort Ross bearing gifts for the altar, and to witness the ceremony.

SCENE 3

(Time: 1828)

Padre Altimira has been successful, converted many Indians and planted large acreage to grapes, fruits and flowers. Despite his efforts he received little or no encouragement or protection from the Mexican authorities.

The Mission settlement is threatened by wild Indian tribes, so the Padre, chiding himself on material success, decides to leave his loved Mission, and eventually returns to his native Spain.

EPISODE II

(Five Years Later)

The Mission vines come into bearing and Padre Lorenzo Quijas, successor to Padre Altimira, celebrates the grape harvest. After the blessing of the grapes, the Mission Indians put on their harvest dance.

Padre gets warning that savage Indians may attack the Sonoma Mission and destroy it. He implores Divine protection.

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Glen Ellen, California

THE PAGEANT
(Continued)

EPISODE III

Mission influence wanes and Governor Figueroa of California sends General Mariano Guadalupe Vallejo to take over the Mission settlement, found the pueblo of Sonoma, build barracks and lay out the plaza.

Scene opens with Gen. Vallejo interesting himself in the success of Sonoma's grape production. He has invited friends and notables to a wine tasting party, the **first vintage from the Sonoma Mission grapes.**

Russian royalty from Ft. Ross, including the niece of the Czar, Princess Helena, and her husband, Count Rotcheff, are invited to the festivities. Vallejo's ally, Chief Francisco Solano, and other Indian chiefs are present. Solano plots against the Russians, while secretly admiring the beautiful Princess.

Following entertainment by the colonists, Chief Solano disappears and after the Russians leave and as Spanish music is being played the Indian Chief Solano suddenly reappears and confronts Vallejo, vowing vengeance on the Russians. The Indian is again the savage and is girded for war. Vallejo restrains him, promising to drive the Russians from California forever. He immediately hastens to the rescue of Count Rotcheff and the beautiful Russian Princess Helena, circumventing the Indian plot.

General Vallejo takes official action, delivers his ultimatum to the colonists, thus ending Russia's dream to possess California.

EPISODE IV

Americans incensed over Mexican General Castro's threats to drive all Yankees out of California, descend upon Sonoma June 14, 1846, pull down the Mexican flag, place General Vallejo under arrest and make and raise their Bear Flag, emblem of the California Republic.

EPISODE V

(26 Days Later)

Sonoma Under the American Flag.

Scene 1

When the United States Navy sailed into Monterey bay and took possession of the California capitol, the American Flag was raised and Lt. Jos. Revere was dispatched to Sonoma where he raised the Stars and Stripes in the presence of Mrs. Vallejo, wife of the General, and Mrs. Rosalie Leese, sister-in-law of the General.

SCENE 2

General Vallejo's success in grape growing and wine making in Sonoma Valley attracts the attention of Count Agoston Haraszthy, a Hungarian nobleman who seeks freedom and opportunity in America. The Haraszthy family arrive in Sonoma and are given a welcoming party by the Vallejos and the townspeople.

Memories of old Hungary are visioned and stirred by old country dancing.

THE PAGEANT
(Continued)

SCENE 3

(Time: July 4, 1862)

Haraszthy, like Vallejo, achieves great success. He highly improves his Buena Vista acreage, planting it to the topmost ridge with grapes and building extensive cellars.

Sonoma Valley vineyardists gather on the street in front of the Mission July 4th to discuss their crops and working conditions in the vineyards. General Vallejo and Count Haraszthy learn of the romance that will unite the families.

SCENE 4

(Time: June 1, 1863)

The double wedding processional of Jovita and Natalie Vallejo and Atillia and Arpad Haraszthy follows the nuptials at the Mission church. Music and rejoicing, introductions, congratulations, a memorable toast, chorus numbers and dancing.

Grand finale and end of Pageant.

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Historical Pageant

The Old Mission will be the background for the 1957 pageant, given each evening at 8 p.m. It was especially written by Mrs. Celeste G. Murphy for the Pageant Players organized by Mrs. Charles Shegog two years ago, with the idea of making the Mission San Francisco Solano de Sonoma Pageant an annual production. Mrs. Shegog is a grand-niece of General Vallejo. Descendants of old Sonoma families and other local residents make up an all local cast.

Pageant Cast

Padre Jose Altimira, Ralph Hotz; Ensign Sanchez, Elio Ramacciotti; Padre Lorenzo Quijas, Pat Doyle; Mexican Maiden, Yvonne Marcucci; General Mariano G. Vallejo, R. R. (Dal) Emparan; Francisca Carrillo Vallejo, Julia Emparan; Vallejo's children, Barbara Doyle and Jeanette Maffei; Capt. Salvador Vallejo, Jim Watkins; Chief Solano, Judge Newton Dal Poggetto; Three Visiting Chiefs, Dr. N. R. Whiteside, James Connolly and Harry Rhode; Drummer, Bob Gilmore; Indians—Chief Kolti of the Pomo Tribe, Dick Thomas, Harry Wilson, Sher Singh, Dev Singh, Jim Taylor, Don Archer, Tim Gilmore, Terry Fowler, Robert Enos, Sandy Allen, Dennis McCormick, Ashley Vincent, Ronny Goodrich, Mrs. Paul Woll, Mrs. Harry Fassio, Jackie Newman, Phyllis Haver, Jai Singh, Pauline Batto and Teddy Dunlap; Count Alexander Rotcheff, Jack Bisso;

Princess Helena, Niece of the Czar, Helene Dal Poggetto; Don Timeteo Murphy, Major Domo of San Rafael, James McDermott; Russian Padre, Gene Mathieu; Bell Ringer, George Gallegos; Mexican Scout, Peter Duffy; Lt. H. L. Ford of Bear Flag Party, Peter Kiser; William Knight, Bear Flag spokesman, Oden Romwall; Other Bear Flag scene participants: Les Handel, Harriet Handel as Mrs. Sears, Hazel Weller, Frank Burmis, Leslie Tharp, Mrs. L. Tharp, Henry Primbsch, Worth Wallace; Lt. Jos. Revere, U.S. Navy, George Magee; Mrs. Rosalie Vallejo Leese, Hazel Brandt; Count Agoston Haraszthy, John Suta; Mrs. Haraszthy, Audrey Suta; Arpad Haraszthy, Harlan Cossins; Attilio Haraszthy, Robert Brown; Natalia Vallejo, Eileen Brown; Jovita Vallejo, Inez Cossins; Rev. Father Deyaert, Pat Doyle; The Brides (Jovita and Natalia Vallejo), Eileen Brown and Inez Cossins; The Grooms (Attilio and Arpad Haraszthy), Robert Brown and Harlan Cossins; Solo Dancers, Dennis Ricci and Jackie Brackett;

Other Dancers—Emmert and Florence Lippincott, Francesca and Richard Terril, Lauraine Giannini and Jose Boni, Al and Lucy Ricci, Ann Chapanot and Bill D'Alby; Solo Mexican Dance by Yvonne Marcucci, taught by Virgil Morton of San Francisco; Male Trio, Dan Ruggles, John Suta and Ernie Ashworth; Townspeople, Allan Thomson, Mrs. A. Thomson, Adrienne Clauson, Flora Nielson and Joseph Matteoni; Chinese—Barbara Riebli, Terry Riebli, Judy Messer, Karen Weyl and Jo Ann Larbre.

STAGE ..... Jeanette Nixon, Lois More, Oden Romwall

SOUND ..... Bill Weller LIGHTS ..... George C. Streiff

MAKE-UP ..... Vicki Matteoni, Doretta Shaw, Albina Bianchini

BLEACHERS ..... Peter Duffy, Harry Phinney

(Original Pageant Script copyrighted 1955)

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Windsor

SPEAS COMPANY
Sebastopol

VAL-MOON WINERY
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